

ABSTRACT OF THE DISCLOSURE

- A sum of points of all customers that are invalidated without being used within a predetermined period is calculated as total invalidated points, payback scores are allotted to each customer
- 5 according to number of days passed since a previous purchasing date to a next purchasing day, points to be distributed to each customer are calculated by multiplying the total invalidated points by a ratio of the payback score allotted to each customer to total payback score of all customers, and the calculated points are distributed to each customer.